

CONTRACT

WUAB
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

And:

Midwest Communications
49 South Grant Avenue
Columbus, OH 43215

<u>Contract / Revision</u>	<u>Alt Order #</u>
826758 /	
<u>Product</u>	
Early TV Buy General Elect, 2012	
<u>Contract Dates</u>	<u>Estimate #</u>
10/01/12 - 10/07/12	391
<u>Advertiser</u>	<u>Original Date / Revision</u>
Republican Senate Campaign Committee	09/26/12 / 09/26/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
WUAB	House WOIO/WUAB
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 25-54	
<u>IDB#</u>	<u>Advertiser Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
N 1	WUAB	10/07/12	10/07/12	Su 3-4p	3-4p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/01/12	10/07/12	-----S				1	\$50.00		
N 2	WUAB	10/07/12	10/07/12	Su 4-5p	4-5p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/01/12	10/07/12	-----S				1	\$75.00		
N 3	WUAB	10/01/12	10/07/12	Late News M-Su	10-11p		:30			NM	7
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/01/12	10/07/12	MTWTFSS				7	\$500.00		
N 4	WUAB	10/01/12	10/05/12	M-F 19 Action News at 7a	7-8a		:30			NM	5
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/01/12	10/07/12	MTWTF--				5	\$50.00		
N 5	WUAB	10/01/12	10/05/12	M-F 730-8p	730-8p		:30			NM	5
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/01/12	10/07/12	MTWTF--				5	\$525.00		
N 6	WUAB	10/01/12	10/05/12	M-F 12a-1a	12-1a		:30			NM	5
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/01/12	10/07/12	MTWTF--				5	\$75.00		
N 7	WUAB	10/06/12	10/06/12	Sa 6-7p	6-7p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/01/12	10/07/12	-----S-				1	\$100.00		
N 8	WUAB	10/06/12	10/06/12	Sa 7-8p	7-8p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/01/12	10/07/12	-----S-				1	\$350.00		
N 9	WUAB	10/06/12	10/06/12	Sat Prime	8-10p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/01/12	10/07/12	-----S-				1	\$125.00		
N 10	WUAB	10/07/12	10/07/12	Su 5-6p	5-6p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/01/12	10/07/12	-----S				1	\$100.00		
N 11	WUAB	10/07/12	10/07/12	Su 6-7P	6-7p		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 10/01/12	10/07/12	-----S				1	\$150.00		

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



WUAB
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

Contract / Revision 826758 /	Alt Order #
Contract Dates 10/01/12 - 10/07/12	Product Early TV Buy General EI
Advertiser Republican Senate Camp	Estimate # 391 Original Date / Revision 09/26/12 / 09/26/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>		
										Type	Spots	Amount
		<u>Start Date</u> Week: 10/01/12	<u>End Date</u> 10/07/12	<u>Weekdays</u> -----S				<u>Spots/Week</u> 1	<u>Rate</u> \$150.00			
N 12	WUAB	10/07/12	10/07/12	Su 7-8p	7-8p		:30			NM	1	\$200.00
		<u>Start Date</u> Week: 10/01/12	<u>End Date</u> 10/07/12	<u>Weekdays</u> -----S				<u>Spots/Week</u> 1	<u>Rate</u> \$200.00			
N 13	WUAB	10/07/12	10/07/12	Sun Prime	8-10p		:30			NM	1	\$200.00
		<u>Start Date</u> Week: 10/01/12	<u>End Date</u> 10/07/12	<u>Weekdays</u> -----S				<u>Spots/Week</u> 1	<u>Rate</u> \$200.00			

Totals 31 \$8,100.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/07/12	31	\$8,100.00	\$6,885.00
Totals	31	\$8,100.00	\$6,885.00

Signature: _____ **Date:** _____

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Client: Republican Senate Campaign Committee, 2012 **Station Order**
 Product:
 Campaign: Early TV Buy General Elect, 2012

826758
 PM 9/21 Midwest Communications & Media
 7720 Benson Road
 Carroll, OH 43112
 614/440-4449

Rev #: 4
 Estimate No.:
 Contract No.:
 Job No.:

Flight From: 09/10/2012 to 10/21/2012

Buyer Name: Bob Clegg
 Sweeps: Share Nov 2010 -> HUT/PUT Nov 10

Market: CLEVELAND-AKRON (CANTON)
 Station: WUAB
 Station Contact: Renee Morley

Actg. Order No.: 391
 WS Order No.: 10511
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross		DMA HH (R)	DMA P 35+ (R)	DMA P 25-54 (R)
				Rate/ Total	Oct 01			
7	—S 03:00P-04:00P	WE	COLD SQUAD	8	\$50.00 \$50.00	1 1	0.8 \$62.50	0.6 \$83.33
8	—S 04:00P-05:00P	WE	WITHOUT TRACE	8	\$75.00 \$75.00	1 1	1.1 \$68.18	0.9 \$83.33
13	MTWTFSS 10:00P-11:00P	LN	10 OCLOCK NEWS	4	\$500.00 \$3,500.00	7 7	2.1 \$238.10	1.5 \$333.33
14	MTWTF-- 07:00A-08:00A	EM	ACTION NEWS	8	\$50.00 \$250.00	5 5	0.5 \$100.00	0.5 \$100.00
15	MTWTF-- 07:30P-08:00P	PA	2 1/2 MEN	4	\$525.00 \$2,625.00	5 5	3.9 \$134.62	3.0 \$175.00
16	MTWTF-- 12:00A-01:00A	LF	HOW MET MOTHER	8	\$75.00 \$375.00	5 5	0.6 \$125.00	0.4 \$187.50
17	---S- 06:00P-07:00P	WE	30 ROCK	8	\$100.00 \$100.00	1 1	0.5 \$200.00	0.2 \$500.00
18	---S- 07:00P-08:00P	WE	2 1/2 MEN	4	\$350.00 \$350.00	1 1	2.5 \$140.00	2.0 \$175.00
19	---S- 08:00P-10:00P	PT	8 O'CLOCK MOVI	6	\$125.00 \$125.00	1 1	0.9 \$138.89	0.8 \$156.25
20	---S- 05:00P-06:00P	WE	THE CLOSER	8	\$100.00 \$100.00	1 1	1.4 \$71.43	1.1 \$90.91
21	---S- 06:00P-07:00P	WE	THE CLOSER	6	\$150.00 \$150.00	1 1	1.3 \$115.38	1.1 \$136.36
22	---S- 07:00P-08:00P	WE	COLD CASE	4	\$200.00 \$200.00	1 1	1.3 \$153.85	1.1 \$181.82
23	---S- 08:00P-10:00P	PT	LAW & ORDER	6	\$200.00 \$200.00	1 1	1.6 \$125.00	1.3 \$153.85
								\$222.22

\$8,100.00 31 31

51.1

Month	Monthly Totals		Station Gross Dollars	Station Gross CPP/CPM
	Spots	GRP/GRIs		
Oct	31	51.1	\$8,100.00	\$158.51
	31	51.1	\$8,100.00	\$158.51

Comments

Campaign Remarks:
 Paid for by:

RSCC

Advertiser: Republican Senate Campaign Committee, 2012
Campaign: Early TV Buy General Elect, 2012 **Station Order**
CLEVELAND-AKRON (CANTON) - TV

Station: WUAB

Comments

By: _____